

Taylor Short

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Content Strategist & Team Leader

Building Content Programs that Drive Brand Awareness and Growth

Seasoned Content Strategist and Global Team Manager with experience in crafting innovative content strategies that engage customers with compelling narratives and drive results. Expert in quantitative market research projects that reveal valuable insights, with proven track record of enhancing audience engagement and boosting media presence. Data-obsessed marketer and journalist with passion for storytelling.

- **Content Marketing & Strategy**
- **Social Media Marketing**
- **SEO Optimization**
- **Project Management**
- **Quantitative Market Research**
- **Copywriting & Editing**

PROFESSIONAL EXPERIENCE

Gartner Digital Markets, Austin, TX

Content Manager, Thought Leadership

2019 - 2024

Developed strategy and led thought leadership program for market research and content development and managed global analyst team to deliver B2B software buying insights to drive brand awareness and direct traffic.

- Established global thought leadership content team responsible for ideating quantitative research on industry trends, performing data analysis, and guiding user journey, delivering >160 data-centric and SEO-optimized reports annually across multiple countries.
- Developed and implemented data-focused content marketing strategies that enhanced brand visibility by boosting tier 1 media placements 305% and direct traffic 56%.
- Directed annual collaborative research projects that yielded critical B2B insights, fueling key content, email marketing, branding, sales, and executive functions; doubled content production while reducing costs by \$40K and halving research duration in latest project.

Content Team Lead

2016 - 2019

Managed editorial calendars, quality standards and processes for team of 8 content analysts covering 12 distinct industries and functions for B2B software buyers.

- Organized content processes, built content inventories, formalized audits, and curated assets for quality and accessibility, driving efficiency in production and optimizing buyer flow through content funnel.
- Designed continuous improvement program, data QA process, and research methodologies, boosting quality for entire content organization and safeguarding brand integrity when using data.
- Oversaw performance management for content teams, analyzing blog and social metrics and identifying most effective content types and opportunities to boost conversions.

Senior Content Analyst

2013 - 2016

Ideated and drafted blog, social, and email marketing content to address software buyer challenges and drive conversions. Engaged and drove new customers to site through compelling insights.

- Drafted and published >300 data-driven reports, aligning with brand voice and tone, driving conversions with B2B software buyers in property management and facilities maintenance industry.
- Authored additional suite of diverse content, including blog posts, white papers, email marketing campaigns, and case studies, supporting brand messaging and prospective customer outreach.

EDUCATION

Bachelor of Arts (BA), Journalism

University of North Texas, Denton, Texas

Senior Staff Writer, North Texas Daily

TECHNICAL SKILLS

Workfront | Asana | Google Analytics | PowerBI | Ahrefs | Qualtrics | QuestionPro | Content Management Systems | Wordpress | Contentful